

35Th ANNUAL

MIGHTY



MUD



MANIA



SPONSORSHIP PACKET

- NAMED one of world-wide top 25 festivals for Children 1995 – 2001 and of top 100 Children's events for 2006-2007
- 2002/2003/2004/2005: Ripley's BELIEVE IT OR NOT book for kids
- listed in 300 Unmissable Events and Festivals Around the World (Frommer's Day by Day)
- Listed as one of the top 10 things to do in summer by the Phoenix Examiner.

"My son went a couple of years ago and had a blast! These are the memories that last a lifetime." AzRepublic Blog.

"Mighty Mud Mania is a great event because it gives kids one last hurrah before they have to go back to school" Scottsdale mom Jen Vzarski.

"Children's dreams really do come true in the City of Scottsdale. Children aged 1 to 13, get to participate in a mud race to end all mud races." British Council.org

Q&A

Q: How many people attend the event?

A: Over 12,000 participate each year.

Q: What is the cost to attend the event?

A: The event is completely free. We ask that participants donate a can of food for the City of Scottsdale's Vista Del Camino Food Bank.

Q: What benefits my company by becoming a sponsor?

A: Your company will have a chance to be part of a Scottsdale tradition by sponsoring a signature event Mighty Mud Mania. Plus, your company will have a chance to publicize your cooperation to 1,000's of people from around the valley.

Sponsorship Levels

	Magnificently Muddy \$15,000	Marvelously Muddy \$10,000	Majorly Muddy \$5,000	Muddy \$2,500
EVENT ADVERTISING				
Display targeted and visible advertising through flyers and publicity				
Sponsor logo on main sponsor banner	✓	✓	✓	✓
Sponsor logo will be featured in the Scottsdale Recreation Classes and Programs brochure, delivered to over 50,000 homes	✓	✓	✓	✓
Will be named Title Sponsor on all publicity	✓			
Sponsor logo will appear on MMM promo on City Cable Channel 11.	✓	✓	✓	✓
Right to use event name in all marketing campaigns	✓	✓	✓	✓
Sponsor Logo will appear on MMM promo sign over Scottsdale Road	✓			
Sponsor Logo will appear on MMM promo pole signs in Chapparel Park. Chapparel Receives over 50,000 patrons monthly	✓	✓		
WEB SITE ADVERTISING				
Display your linkable logo or name to visitors of the event Web site				
Logo + Link on all event related web pages	✓			
Logo + Link on event home web page		✓		
Logo + Link on sponsorship web page			✓	
Name + Link on sponsorship web page				✓
EVENT DAY				
On-site presence and publicity on event day				
Your organization may also establish 6 to 1 on-site banner opportunities, with the banner(s) provided by your organization	✓	✓	✓	✓
Organization will be given a physical on-site presence Organization will be provided with a 10x10 booth and will include tables and chairs	✓	✓	✓	✓
Your involvement as a sponsor will be acknowledged and reinforced over the public address system by the emcee on main stage	✓	✓	✓	✓
Sponsor will have full page publicity on back of event brochure	✓			
Sponsor will have logo on sponsorship page in event Brochure		✓	✓	✓
NUMBER OF SPONSORS AWARDED				
	1	3	6	10

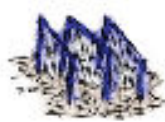
Note: Inappropriate ads, flyers, banners, or Web site links may be rejected at the discretion of the event planning committee.

*Due to long lead times on printing, inclusion in this benefit is subject to timely return of sponsorship materials.

Event Description

WOW, we are now in our 34th year! During the past 34 years, Mighty Mud Mania has become a signature event of summer. Children 1 to 17 participate through a variety of obstacles, all involving delicious mud. This outrageously fun, free event attracted over 12,000 participants and spectators in 2009 and is known worldwide. Children participated in the "original mud" course, the "6 and Younger" "mini mud course," or "mudville" for the tiny tots or the giant mudpit.

More than fifteen different local broadcast media have witnessed, participated and reported the event, along with a dozen print organizations providing coverage. Numerous national magazines have written about this unique event. Other community participants have taken advantage of this opportunity to reach youth.



Sponsor Help

Mostly organized and worked by volunteers, it has become necessary to hire paid staff to accommodate the organizational and public demands of the event. The cost of excavation, set-up, materials, and ensuring public safety has increased significantly. To provide comfort for the spectators, event organizers provide many shade tents, extensive misting systems and outdoor evaporative systems, all at a cost. Parking off site and shuttling participants to the event has increased as well.

We seek sponsorship of this event every year, so that valley children can all enjoy Mighty Mud Mania free of charge.

Mighty Mud Mania Is Going Green

"Going Green" is a new focus of Mighty Mud Mania. Our children are our future, and encouraging them to support recycling and the environment is important.

Goals for Mighty Mud Mania 2010 include:

Games and Activities to support recycling

Recycle bins placed throughout the event

Recycle "team" to assist people in proper recycling at the event

Promote awareness of simple things children can do to support the environment

Invite "green" friendly companies to help educate children



Past Media Participants

Radio:

Radio Disney, Oprah's Satellite Channel & variety of valley radio stations

Television:

Local and network coverage including CNN and ESPN

Print/News:

Local and Associated Press Coverage

Other Print:

Local/National/World Magazines

AP Photos:

Run across the country every year, 2009 had a top 25 AP photo.